

What is claimed is:

1. A method of providing wellness related services including at least one of wellness, health, or fitness services to an authorized user through a distributed communications network, comprising:
  - identifying a portal with a portal identifier;
  - storing the portal identifier associated with the portal in a database;
  - sending a request from the portal to an on-line wellness related site;
  - processing the request at a controller to determine whether the request was from the portal;
  - assigning an access code to the user, the access code defining a level of wellness related services available to the user; and
  - providing services to the user through the distributed network that correspond to the user's access code.
2. A method as in claim 1, further comprising the steps of:
  - identifying the authorized user with a user identifier;
  - storing the user identifier in a database; and
  - processing the request at the controller to determine whether the request was from the authorized user.
3. A method as in claim 1, wherein the assigning of the access code depends in part on whether the location of the authorized user is at a sponsored portal or a non-sponsored portal.
4. A method as in claim 1, further comprising the step of:
  - providing a retail site for selling goods to authorized users.
5. A method as in claim 4, further comprising the steps of:
  - providing a selection of goods to the user and making that selection of goods available for the user to purchase through the distributed network.

6. A method as in claim 4, further comprising the step of:  
providing a system that allows the on-line wellness related site to charge users for  
access to the wellness related site defined, at least in part, on the type of the portal.

5 7. A method as in claim 1, wherein the processing step further includes  
determining whether the request was sent from a sponsored portal.

8. A method as in claim 1, wherein the processing step further includes  
determining whether the request was sent from a non-sponsored portal.

10 9. A method as in claim 1, wherein the sending step comprises sending user  
identifying data through the distributed network.

10 10. A method as in claim 7, wherein the determining step comprises receiving  
15 an address from the portal and comparing the address to data comprising sponsored portal  
addresses.

11. A method as in claim 1, further comprising the step of gathering user  
lifestyle information.

20 12. A method as in claim 11, further comprising the step of adapting the level  
of services provided to the user based on the user's lifestyle information.

25 13. A method as in claim 1, wherein the distributed network comprises the  
Internet.

14. A method as in claim 1, further comprising the step of:  
sending an electronic statement from the on-line wellness related site to the portal  
through the distributed network that reflects the services provided to the user.

30 15. A method as in claim 4, further comprising the step of:  
sending an electronic statement from the on-line wellness related site to the portal  
through the distributed network that reflects the goods sold to the user.

16. A method as in claim 4, further comprising the steps of:  
tendering payment information at the portal; and  
transmitting the tendered payment information from the portal to the on line  
wellness related site through the distributed network.

17. A method as in claim 4, wherein the assigning step comprises the steps:  
determining whether the user has received pre-authorization for receiving specific  
goods or services; and  
assigning the access code in part on whether the user has received pre-  
authorization.

18. A method as in claim 17, further comprising the steps of:  
providing payment to a sponsor prior to the sending step; and  
pre-authorizing the user to receive specific goods or services based on the payment  
provided to the sponsor.

19. A method as in claim 17, further comprising the steps of:  
providing payment to a party representing the sponsor prior to the sending step;  
and  
pre-authorizing the user to receive specific goods or services based on the payment  
provided to the third party.

20. A method as in claim 1, wherein the portal comprises a sponsored portal  
and the method further comprises the steps of:  
retaining a user's wellness related profile including at least a wellness, health or  
fitness profile on the wellness related site; and  
updating the user's wellness related profile from the sponsored portal.

21. A method as in claim 1, wherein the portal comprises a non-sponsored  
portal and the method further comprises the steps of:  
retaining a user's wellness related profile including at least a wellness, health or  
fitness profile on the wellness related site; and  
updating the user's wellness related profile from the non-sponsored portal.

22. A method as in claim 1, wherein the portal is a sponsored portal and the method further comprises the steps of:

providing a non-sponsored portal;

5 retaining a user's wellness related profile including at least a wellness, health or fitness profile on the wellness related site; and

updating the user's wellness related profile from at least one of said sponsored and non-sponsored portals.

10 23. A method as in claim 1, wherein the portal is a sponsored portal and the method further comprises the steps of:

providing a non-sponsored portal; and

15 wherein the providing services step comprises providing a level of services to the user based at least in part on the user's access to the on-line wellness related site from one of the sponsored and non-sponsored portals.

24. A method as in claim 1, wherein the portal is a sponsored portal and the method further comprises the steps of:

providing a non-sponsored portal;

20 determining whether the request was received from one of the sponsored and non-sponsored portals; and

controlling the services available to the user based at least in part on the results of said determining step.

25 25. A method as in claim 1, wherein the portal is a sponsored portal and the method further comprises the steps of:

providing a non-sponsored portal;

determining whether the request was received from one of the sponsored and non-sponsored portals; and

30 wherein the assigning step includes the step of assigning the access code based upon which portal is accessed.

26. A method as in claim 1, further comprising the step of:  
providing user lifestyle information to the portal, and wherein the services  
providing step comprises providing practical guidelines and advice to the user.

5 27. A method as in claim 1, further comprising the steps of:  
providing at least one control group, each control group includes at least one  
authorized user; and  
assigning the user to one of the control groups.

10 28. A method as in claim 27, wherein the services providing step comprises  
providing information or goods to the user based upon the control group to which the user  
has been assigned.

15 29. A method as in claim 27, further comprising the step of creating practical  
guidelines and advice for the control group, and wherein the services providing step  
comprises providing a user improvement plan for the user, the user improvement plan is  
selected to be related to the practical guidelines and advice for the control group.

20 30. A method as in claim 29, wherein the practical guidelines and advice  
creating step comprises providing models by experts in the field of the control group and  
creating the practical guidelines and advice based on the models.

25 31. A method as in claim 29, wherein each control group includes group result  
data, the method further comprises the step of:  
providing the result data to the portal;  
storing the result data to the group result data for the authorized user's control  
group; and  
adjusting the user improvement plan for each user in the authorized user's control  
group based on the stored group result data.

30 32. A method as in claim 29, further comprising the step of providing an alarm  
signal to a system administrator if the user improvement plan for the users in the control  
group needs to be adjusted.

33. The method as in claim 30, further comprising:  
storing result data for the authorized user;  
assigning the user to a new control group based on the stored result data for the  
5 user.

34. A method as in claim 1, further comprising:  
storing wellness related information including at least one of wellness, health or  
fitness information relating to the user;  
10 creating at least one wellness related profile including at least a wellness, health or  
fitness profile; and  
assessing the stored wellness related information to evaluate the user wellness  
related profile.

35. A method as in claim 34, further comprising:  
15 updating the stored wellness related information with additional wellness related  
information for the user.

36. A method as in claim 35, further comprising:  
20 offering practical guidelines and advice to the user through the distributed network  
based on the user's wellness related profile.

37. A method as in claim 35, further comprising:  
retaining a profile history of stored wellness related information;  
25 sending the profile history from the controller to the portal through the distributed  
network; and  
monitoring the profile history at the portal.

38. A method of providing wellness related services including at least one of wellness, health, or fitness services through a distributed communications network, comprising:

- 5        sending a request from a portal to an on-line wellness related site;  
      processing the request at a controller to determine whether the request was received from an authorized user;  
      assigning an access code to the user if the user is authorized, the access code defining a level of wellness related services available to the user; and  
10       providing services to the user through the distributed network that correspond to the user's access code.

39. A method as in claim 38, further comprising the step of:  
providing a retail site for selling goods to authorized users.

- 15       40. A method as in claim 39, further comprising the steps of:  
      providing a selection of goods to the user and making that selection of goods available for the user to purchase through the distributed network.

- 20       41. A method as in claim 39 further comprising the step of:  
      providing a system that allows the on-line wellness related site to charge users for access to the wellness related site defined, at least in part, on the type of the portal.

- 25       42. A method as in claim 38, wherein the processing step further includes determining whether the request was sent from a sponsored portal.

43. A method as in claim 38, wherein the sending step comprises sending user identifying data through the distributed network.

- 30       44. A method as in claim 42, wherein the determining step comprises receiving an address from the portal and comparing the address to data comprising sponsored portal addresses.

45. A method as in claim 38, further comprising the step of gathering user lifestyle information.



46. A method as in claim 45, further comprising the step of adapting the level of services provided to the user based on the user's lifestyle information.

5 47. A method as in claim 38, wherein the distributed network comprises the Internet.

48. A method as in claim 38, further comprising the step of:  
10 sending an electronic statement from the on-line wellness related site to the portal through the distributed network that reflects the services provided to the user.

49. A method as in claim 39, further comprising the step of:  
15 sending an electronic statement from the on-line wellness related site to the portal through the distributed network that reflects the goods sold to the user.

50. A method as in claim 39, further comprising the steps of:  
20 tendering payment information at the portal; and transmitting the tendered payment information from the portal to the on line wellness related site through the distributed network.

51. A method as in claim 39, wherein the assigning step comprises the steps:  
determining whether the user has received pre-authorization for receiving specific goods or services; and  
25 assigning the access code based in part on whether the user has received pre-authorization.

52. A method as in claim 51, further comprising the steps of:  
providing payment to a sponsor prior to the sending step; and  
30 pre-authorizing the user to receive specific goods or services based on the payment provided to the sponsor.



53. A method as in claim 51, further comprising the steps of:  
providing payment to a party representing the sponsor prior to the sending step;  
and  
pre-authorizing the user to receive specific goods or services based on the payment  
5 provided to the third party.

54. A method as in claim 38, wherein the portal comprises a sponsored portal  
and the method further comprises the steps of:  
retaining a user's wellness related profile including at least a wellness, health or  
10 fitness profile on the wellness related site; and  
updating a user's wellness related profile from the sponsored portal.

55. A method as in claim 38, wherein the portal comprises a non-sponsored  
portal and the method further comprises the steps of:  
15 retaining a user's wellness related profile including at least a wellness, health or  
fitness profile on the wellness related site; and  
updating a user's wellness related profile from the non-sponsored portal.

56. A method as in claim 38, wherein the portal is a sponsored portal and the  
20 method further comprises the steps of:  
providing a non-sponsored portal;  
retaining a user's wellness related profile including at least a wellness, health or  
fitness profile on the wellness related site; and  
updating a user's wellness related profile from at least one of said sponsored and  
25 non-sponsored portals.

57. A method as in claim 38, wherein the portal is a sponsored portal and the  
method further comprises the steps of:  
providing a non-sponsored portal; and  
30 wherein the providing services step comprises providing a level of services to the  
user based at least in part on the user's access to the on-line wellness related site from one  
of the sponsored and non-sponsored portals.

58. A method as in claim 38, wherein the portal is a sponsored portal and the method further comprises the steps of:

providing a non-sponsored portal;

5 determining whether the request was received from one of the sponsored and non-sponsored portals; and

controlling the services available to the user based at least in part on the results of said determining step.

59. A method as in claim 38, wherein the portal is a sponsored portal and the method further comprises the steps of:

providing a non-sponsored portal;

determining whether the request was received from one of the sponsored and non-sponsored portals; and

15 wherein the assigning step includes the step of assigning the access code based upon which portal is accessed.

60. A method as in claim 38, further comprising the step of providing information to the portal, and wherein the services providing step comprises providing practical guidelines and advice to the user.

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61. A method as in claim 38, further comprising the steps of:  
providing at least one control group, each control group includes at least one authorized user; and  
assigning the user to one of the control groups.

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62. A method as in claim 61, wherein the services providing step comprises providing information or goods to the user based upon the control group to which the user has been assigned.

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63. A method as in claim 61, further comprising the step of creating practical guidelines and advice for the control group, and wherein the services providing step comprises providing a user improvement plan for the user, the user improvement plan is selected to be similar to the practical guidelines and advice for the control group.

64. A method as in claim 63, wherein the practical guidelines and advice creating step comprises providing models by experts in the field of the control group and creating the practical guidelines and advice based on the models.

5 65. A method as in claim 63, wherein each control group includes group result data, the method further comprises the step of:

providing result data to the portal;

storing the result data to the group result data for the authorized user's control group; and

10 adjusting the user improvement plan for each user in the authorized user's control group based on the stored group result data.

66. A method as in claim 63, further comprising the step of providing an alarm signal to a system administrator if the user improvement plan for the users in the control group needs to be adjusted.

67. The method as in claim 63, further comprising:  
storing result data for the authorized user;  
assigning the user to a new control group based on the stored result data for the user.

68. A method of providing wellness related services including at least one of wellness, health, or fitness services through a publicly accessible distributed network to authorized users using authorized portals, comprising:

25 providing an on-line site that enables wellness related databases to be accessed from at least one of a sponsored and a non-sponsored portal;

placing in communication at least one of a sponsored and non-sponsored portal to the on-line site through a publicly accessible distributed network;

30 sending a request from the on-line site requesting access to the wellness related databases;

processing the request at the on-line site to determine whether the portal was sponsored and whether the request was received from an authorized user; and

responding to the request based in part on whether the portal was sponsored and whether the user is authorized.

69. A method as in claim 68, further comprising the step of providing on-line advice to authorized users.

5 70. A method as in claim 68, further comprising the step of gathering user fitness, nutrition, and wellness information when a user first connects the portal to the on-line site.

10 71. A method as in claim 70, further comprising the step of allowing users to update their fitness, nutrition, and wellness information over time from non-sponsored portals.

15 72. A method as in claim 68, further including the step of providing electronic mail services to authorized users.

73. A method as in claim 69, wherein the step of providing on-line advice includes advice from wellness related providers including at least one of wellness, health or fitness providers.

20 74. A system for providing access to wellness related services including at least one of wellness, health or fitness services through a publicly accessible distributed network, comprising:

a publicly accessible distributed network;  
at least one portal connected to communicate with the distributed network, the  
25 portal processing an access program that interfaces the distributed network to the portal;  
an on-line wellness related site connected to communicate with the distributed network, the on-line wellness related site processing a second access program that interfaces the distributed network to the on-line wellness related site;  
a plurality of databases for storing wellness related information including at least  
30 one of wellness, health or fitness information and authorization data; and  
an authorization procedure for authorizing access based at least in part on whether the portal is a sponsored portal and whether the user is authorized.

75. The system of claim 74, wherein said at least one portal comprises at least one of a sponsored and a non-sponsored portal.

76. The system of claim 74, wherein the plurality of databases comprises at least one user database that comprises exercise, nutrition, and wellness data.

77. The system of claim 74, wherein the distributed network comprises the Internet.

78. The system of claim 74, further comprising an on-line retail site connected to communicate with the distributed network such that the on-line retail site is in communication with the on-line wellness related site.

79. The system of claim 78, further comprising an order database that retains data on goods for sale and goods sold to users.

80. The system of claim 74, wherein the plurality of databases comprises at least one control group database.

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